

To: WAAF Westborough MA  
WAAF-HD1 Westborough MA  
WKAF Brockton MA  
WKAF-HD1 Brockton MA  
WWEI-HD2 Easthampton MA Public File

From: Kerry Popp, Producer  
Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 2nd Quarter 2016 (April-June)

Date: June 30, 2016

This quarter, the radio stations listed above identified the following as community issues:

1. **Arts & Culture**
2. **Community Awareness**
3. **Current Events**
4. **Education**
5. **Health**
6. **History/Politics**
7. **Personal Well-Being**

An average of 654 minutes per week were devoted this quarter for public affair issues. The radio stations listed above identified these issues through on-air awareness, fundraising, and the public affairs program, Q&A. The following is a complete list of topics aired during the 2nd Quarter of 2016.

1. **Arts & Culture** - Includes the issues of art, documentary filmmaking, and literature.
2. **Community Awareness** - Includes the issues of the resiliency of Boston, and immigration.
3. **Current Events** - Includes the issues of advocating for peace, the opioid crisis, and religion & state.
4. **Education** - Includes the issue of learning strategies, mentoring, and gender equality in tech.

5. **Health** - Includes the issues of cancer, arthritis, memory loss, cholesterol, Alzheimer's disease, preventing suicide, dry eye, blindness prevention, and laser vision correction.

6. **History/Politics** - Includes the issues of savings policies & retirement, archaeology in Boston, representing Massachusetts in Congress, and women in the space program.

7. **Personal Well-Being** - Includes the issues of forgiveness, healing powers of pets, relaxation methods, Reiki, celebrating mother and fathers, and talking to kids about sex.

### **Public Affairs Report Sorted By Issue For The 2nd Quarter of 2016 (April-June)**

#### **ARTS & CULTURE**

**Topic:** The Aura of War

**Program:** Commonwealth Journal

**Guest:** Minoo Emami, Independent Iranian Artist on her latest art exhibit at UMass Boston's Harbor Gallery

**Length:** 28:07

**Aired:** April 10, 2016, 6:00 AM

**Topic:** Life After Prison in "Beyond the Wall"

**Program:** Commonwealth Journal

**Guest:** Bestor Cram, Producer and Director of the documentary "Beyond the Wall" from prison to a life outside

**Length:** 27:03

**Aired:** April 24, 2016, 6:00 AM

**Topic:** Young Writers, Fresh Voices

**Program:** Commonwealth Journal

**Guest:** Deanna Elliot, Instructor at UMass Boston, Founder/Executive Director of The Marble Collection, Inc.

**Length:** 28:40

**Aired:** May 15, 2016, 6:00 AM

#### **COMMUNITY AWARENESS**

**Topic:** Is Boston a Resilient City?

**Program:** Commonwealth Journal

**Guest:** Atyia Martin, Chief Resilience Officer for the City of Boston

**Length:** 27:40

**Aired:** April 3 and June 5, 2016, 6:00 AM

**Topic:** Immigration and the Bay State  
**Program:** Commonwealth Journal  
**Guest:** C. Eduardo Siqueira, Coordinator of the Trans-national Brazilian Project, Advisor for Boston's Office for Immigration Advancement  
**Length:** 27:27  
**Aired:** May 22, 2016, 6:00 AM

## **CURRENT EVENTS**

**Topic:** An Advocate for Peace  
**Program:** Commonwealth Journal  
**Guest:** Padraig O'Malley, Author of The Two-State Delusion: Israel and Palestine-A Tale of Two Narratives  
**Length:** 27:18  
**Aired:** May 8, 2016, 6:00 AM

**Topic:** Addiction, Recovery, and the Opioid Crisis  
**Program:** Commonwealth Journal  
**Guest:** Bill Carlo, Director of UMass Boston's Addictions Counselor Education Program  
**Length:** 27:29  
**Aired:** May 29, 2016, 6:00 AM

**Topic:** How Religion Unites and Divides Us  
**Program:** Commonwealth Journal  
**Guest:** Professor Robert Putnam, Author of American Grace, How Religion Unites and Divides Us  
**Length:** 27:52  
**Aired:** June 12, 2016, 5:30 AM

## **EDUCATION**

**Topic:** The Human Brain: Winning Strategies  
**Program:** Commonwealth Journal  
**Guest:** Dr. Jeffrey Brown, Author of The Winner's Brain: Eight Strategies  
**Length:** 27:59  
**Aired:** May 1, 2016, 5:30 AM

**Topic:** The Art & Ethics of Mentoring  
**Program:** Commonwealth Journal  
**Guest:** Jean Rhodes, Professor Department of Psychology at UMass Boston, Author of Stand By Me  
**Length:** 27:52  
**Aired:** May 15, 2016, 5:30 AM

**Topic:** Gender Equality in Tech  
**Program:** Commonwealth Journal  
**Guests:** Banu Ozkazanc-Pan, Assistant Professor of Management at UMass Boston; Tom Hopcroft, President and CEO at Mass Technology Leadership Council (TLC)  
**Length:** 27:15  
**Aired:** June 26, 2016, 6:00 AM

## HEALTH

**Topic:** The Maintenance Department  
**Program:** Project Health Radio  
**Guests:** Denise Foley, Editor-at-Large at Prevention Magazine on women's health; Peter Moore, Editor of Men's Health Magazine on men's health; Dr. Gordon Nuber, Professor of Clinical Orthopedic Surgery at Northwestern University Medical School on arthritis  
**Length:** 29:00  
**Aired:** April 24, 2016, 5:30 AM

**Topic:** It's Neurological  
**Program:** Project Health Radio  
**Guests:** Dr. Michael Boivin, Associate Professor at Michigan State University on cancer and memory loss; Dr. Elena Solomon, University of Finland Kuopio on cholesterol and Alzheimer's; Dr. Denise Ertin-Lyons, Neurologist at Oregon Health & Science University on brain size and Alzheimer's  
**Length:** 29:00  
**Aired:** May 22, 2016, 5:30 AM

**Topic:** Preventing and Addressing Suicide: Everyone Plays a Role  
**Program:** Road to Recovery  
**Guests:** Dr. Polly Gibson, Clinical Assistant Professor at the University of Michigan; Amelia Letto, Resource and Crisis Helpline Coordinator at Common Ground Blue Field Hills Michigan; Dr. Jack Jordan, Private Practice in Pawtucket, RI and Clinical Consultant for Grief Support Services of the Samaritans in Boston; Eileen Zeller, Lead Public Health Advisor for Suicide Prevention  
**Length:** 25:00  
**Aired:** June 5, 2016, 5:30 AM

**Topic:** For Your Eyes  
**Program:** Project Health Radio  
**Guests:** Dr. Marguerite McDonald, Tulane University School of Medicine on dry eye; Sara Heckert, Prevent Blindness America on how to protect your eyes; Dr. Herman Sloan, Sloan Vision Center in Illinois on laser vision correction  
**Length:** 29:00  
**Aired:** June 26, 2016, 5:30 AM

## HISTORY/POLITICS

**Topic:** When I'm 67: American Retirement at Risk

**Program:** Commonwealth Journal

**Guest:** Christian Weller, Professor of Public Policy and Public Affairs at UMass Boston, Author of Retirement on the Rocks: Why Americans Can't Get Ahead and How New Savings Policies Can Help

**Length:** 27:20

**Aired:** April 17, 2016, 6:00 AM

**Topic:** Digging Into Boston's Past

**Program:** Commonwealth Journal

**Guest:** Joseph Bagley, City of Boston Archaeologist, Author of A History of Boston in 50 Artifacts

**Length:** 27:54

**Aired:** May 1, 2016, 6:00 AM

**Topic:** Representing Massachusetts in Congress

**Program:** Commonwealth Journal

**Guest:** Seth Moulton, US Representative to 6th congressional district

**Length:** 28:10

**Aired:** June 12, 2016, 6:00 AM

**Topic:** Rocket Girls: Unsung Heroes of the Space Age

**Program:** Commonwealth Journal

**Guest:** Nathalia Holt, Author of Rise of the Rocket Girls: The Women Who Propelled Us, from Missiles to the Moon to Mars

**Length:** 27:13

**Aired:** June 19, 2016, 6:00 AM

## PERSONAL WELL-BEING

**Topic:** Finding Forgiveness

**Program:** Project Health Radio

**Guests:** Dr. Eileen Borris-Dunchunatang, Author of Finding Forgiveness: A 7-Step Program for Letting Go of Anger and Bitterness; Taylor Wilshire, Author of The What-If Guy: A Girls' Guide to Finding Her Soulmate

**Length:** 29:00

**Aired:** April 3, 2016, 5:30 AM

**Topic:** How Pets Help to Heal

**Program:** Project Health Radio

**Guests:** Susan Karowski, General Manager of Pets for the Elderly Foundation; Kathy Fitzpatrick, Co-Owner of Fitjoy Farm on how horses help to heal; Rosemary Lawback of Therapy Dogs International

**Length:** 29:00

**Aired:** April 10, 2016, 5:30 AM

**Topic:** Just Relax

**Program:** Project Health Radio

**Guests:** Dr. Carol B. Lowe, President of Center for Conscious Living in Naperville, Illinois; Andrea Matthews, Reike Master, Transpersonal Counselor, Author of Restoring My Soul: A Workbook; Taylor Wilshire, Author of The What-If Guy: A Girls' Guide to Finding Her Soulmate on why it's important to relax

**Length:** 29:00

**Aired:** April 17, 2016, 5:30 AM

**Topic:** It's All About Mom

**Program:** Project Health Radio

**Guests:** Cheryl Rouche, Author of Art of a Mother; Terra Wellington, Author of The Mom's Guide to Growing Your Family Green: Saving the Earth Begins at Home; Dorothy Firman, Co-author of Chicken Soup for the Soul Celebrating Mothers and Daughters

**Length:** 29:00

**Aired:** May 8, 2016, 5:30 AM

**Topic:** How to Talk to Kids About Sex

**Program:** Project Health Radio

**Guests:** Dr. Gail Saltz, Professor of Psychiatry at NY Presbyterian Hospital Weill-Cornell School of Medicine; Richard Ire, Author How to Talk to Your Child About Sex; Katrina McCarty, Vice President of Education and Training at the Northern New England Chapter of Planned Parenthood; Judy Blume, Author of well known teenage books like Forever and Are You There God? It's Me Margaret

**Length:** 29:00

**Aired:** May 29, 2016, 5:30 AM

**Topic:** This One's for Dad

**Program:** Project Health Radio

**Guests:** Dr. Rick Kellerman, President of the Academy of Family Physicians; John R. Trayser, Author of The Greatful Dad: Saving Lives One Heart at a Time, Building Relationships Through Kindness; Jeff Newman, Co-author of The Disorderly Compendium of Golf

**Length:** 29:00

**Aired:** June 19, 2016, 5:30 AM

## COMMUNITY FORUM

**Topic:** BBB Offers Tips for a Scam-Free Spring Break

**Organization:** Better Business Bureau

**Time:** 01:15

**Aired:** April 3, 2016

**Topic:** CPR AED Certification Course (April)

**Organization:** Health Ed of New England

**Time:** 00:30

**Aired:** April 3, 10, 2016

**Topic:** Boston Marathon Jimmy Fund Walk

**Organization:** Dana Farber Cancer Institute

**Time:** 00:30

**Aired:** April 3, 10, 2016

**Topic:** April is National-Adopt-a-Greyhound Month

**Organization:** Greyhound Friends

**Time:** 00:30

**Aired:** April 3, 17, 2016

**Topic:** Your Family's Health

**Organization:** National Diabetes Education Program

**Time:** 00:30

**Aired:** April 10, 2016

**Topic:** Suicide Prevention

**Organization:** Samaritans

**Time:** 00:30

**Aired:** April 10, May 8, 22, 2016

**Topic:** Veterans News and Notes

**Organization:** Blinded Veterans Association (BVA)

**Time:** 00:30

**Aired:** April 10, May 29, 2016

**Topic:** BBB Warns of Door-to-Door Solicitations this Spring

**Organization:** Better Business Bureau

**Time:** 01:30

**Aired:** April 17, May 1, 2016

**Topic:** Veterans News and Notes

**Organization:** Blinded Veterans Association (BVA)

**Time:** 00:30

**Aired:** April 17, May 8, 2016

**Topic:** April is National Walking Month  
**Organization:** American Heart Association, Entercom Communications Corporation  
**Time:** 00:45  
**Aired:** April 24, 2016

**Topic:** BBB Offer Tips for Hiring Lawn Services  
**Organization:** Better Business Bureau  
**Time:** 00:60  
**Aired:** April 24, 2016

**Topic:** April is National-Adopt-a-Greyhound Month  
**Organization:** Greyhound Friends  
**Time:** 00:15  
**Aired:** April 24, 2016

**Topic:** Together We Are Stronger  
**Organization:** National MS Society  
**Time:** 00:30  
**Aired:** May 1, 2016

**Topic:** Eye Care Tips  
**Organization:** National Eye Institute  
**Time:** 00:30  
**Aired:** May 1, 2016

**Topic:** BBB and National Cyber Security Alliance  
**Organization:** Better Business Bureau  
**Time:** 01:15  
**Aired:** May 8, 2016

**Topic:** Brain Health Registry  
**Organization:** Brain Health Registry  
**Time:** 00:30  
**Aired:** May 8, 22, 2016

**Topic:** Help End Alzheimer's Disease  
**Organization:** Brain Health Registry  
**Time:** 00:30  
**Aired:** May 15, 2016

**Topic:** Homebuyers Tricked into Wiring Closing Costs  
**Organization:** Better Business Bureau  
**Time:** 01:30  
**Aired:** May 15, 2016



**Topic:** May is Food Allergy Awareness Month  
**Organization:** Entercom Communications Corporation  
**Time:** 00:60  
**Aired:** May 22, 2016

**Topic:** CPR Certification Course (May)  
**Organization:** Health Ed of New England  
**Time:** 00:30  
**Aired:** May 15, 22, 2016

**Topic:** Festival Goers Fooled by Fake Tickets and Events  
**Organization:** Better Business Bureau  
**Time:** 01:30  
**Aired:** May 29, 2016

**Topic:** Adopt-a-Greyhound  
**Organization:** Greyhound Friends  
**Time:** 00:30  
**Aired:** June 12, 2016

**Topic:** Car Corner  
**Organization:** Car Care Council  
**Time:** 00:30  
**Aired:** June 12, 2016

**Topic:** CPR Certification Course (June)  
**Organization:** Health Ed of New England  
**Time:** 00:30  
**Aired:** June 12, 2016

**Topic:** Against the Tide Events  
**Organization:** Massachusetts Breast Cancer Coalition (MBCC)  
**Time:** 00:30  
**Aired:** June 12, 2016

**Topic:** Moving Ideas  
**Organization:** American Moving and Storage Association  
**Time:** 00:30  
**Aired:** June 19, 2016

**Topic:** June is Skin Cancer Prevention Month  
**Organization:** Skin Cancer Foundation, Entercom Communications Corporation  
**Time:** 00:30  
**Aired:** June 19, 26, 2016

**Topic:** Beware of Summer Scams  
**Organization:** Better Business Bureau  
**Time:** 01:30  
**Aired:** June 26, 2016

### **PUBLIC SERVICE ANNOUNCEMENTS**

**Topic:** Imagine  
**Organization:** St. Jude Children's Research Hospital  
**Time:** 00:30  
**Aired:** 4/3/16, 4/17/16, 4/24/16

**Topic:** Flu Season  
**Organization:** Boiron/Oscillo  
**Time:** 00:60  
**Aired:** 4/3/16

**Topic:** Type 2 Diabetes  
**Organization:** Pfizer, Inc.  
**Time:** 00:60  
**Aired:** 4/3/16

**Topic:** Someday  
**Organization:** Social Security Administration  
**Time:** 00:30  
**Aired:** 4/3/16, 5/15/16, 6/12/16

**Topic:** Morgan Freeman—Colorectal Cancer  
**Organization:** US Department of Health and Human Services, Centers for Disease Control and Prevention  
**Time:** 00:30  
**Aired:** 4/10/16

**Topic:** Morgan Freeman—Colorectal Cancer  
**Organization:** US Department of Health and Human Services, Centers for Disease Control and Prevention  
**Time:** 00:15  
**Aired:** 4/10/16

**Topic:** Don't Be Blind to Diabetes  
**Organization:** American Diabetes Association  
**Time:** 00:30  
**Aired:** 4/10/16

**Topic:** Osteoporosis  
**Organization:** American Academy of Orthopaedic Surgeons

**Time:** 00:15  
**Aired:** 4/10/16

**Topic:** Imagine  
**Organization:** St. Jude Children's Research Hospital  
**Time:** 00:60  
**Aired:** 4/10/16

**Topic:** Samuel L. Jackson—Pediatric Cancer  
**Organization:** Stand Up to Cancer, St. Baldrick's Foundation  
**Time:** 00:30  
**Aired:** 4/10/16, 4/24/16, 6/5/16

**Topic:** Don't Be Blind to Diabetes  
**Organization:** American Diabetes Association  
**Time:** 00:60  
**Aired:** 4/17/16, 5/8/16

**Topic:** National MS Awareness  
**Organization:** Multiple Sclerosis Society  
**Time:** 00:60  
**Aired:** 4/17/16

**Topic:** Diva-betic  
**Organization:** Novo Nordisk  
**Time:** 00:60  
**Aired:** 4/17/16

**Topic:** Obesity Prevention  
**Organization:** Centers for Disease Control and Prevention, US Department of Health and Human Services  
**Time:** 00:30  
**Aired:** 4/17/16, 6/5/16

**Topic:** ADHD  
**Organization:** Shire Pharmaceuticals  
**Time:** 02:00  
**Aired:** 4/24/16 (x2)

**Topic:** Mike Farrell—Animal Cruelty  
**Organization:** People for the Ethical Treatment of Animals (PETA)  
**Time:** 00:30  
**Aired:** 4/24/16, 6/19/16

**Topic:** Rachelle Lefevre: Adopt, Don't Shop  
**Organization:** Best Friends Animal Society

**Time:** 00:30  
**Aired:** 5/1/16

**Topic:** Ashley Judd  
**Organization:** Peace Corps  
**Time:** 00:30  
**Aired:** 5/1/16

**Topic:** Adopt a Pet  
**Organization:** Worcester Animal Rescue League  
**Time:** 00:30  
**Aired:** 5/1/16, 5/22/16

**Topic:** Imagine  
**Organization:** St. Jude Children's Research Hospital  
**Time:** 00:20  
**Aired:** 5/8/16

**Topic:** Head Turner of the Year  
**Organization:** Head and Shoulders  
**Time:** 00:60  
**Aired:** 5/8/16, 5/29/16

**Topic:** Give New Pets a Healthy Head Start  
**Organization:** American Veterinary Medical Association  
**Time:** 00:30  
**Aired:** 5/8/16, 5/29/16

**Topic:** You Are Not Alone  
**Organization:** Food Addicts in Recovery Anonymous  
**Time:** 00:30  
**Aired:** 5/15/16

**Topic:** Veteran Affairs—Make the Connection  
**Organization:** US Department of Veterans Affairs  
**Time:** 00:30  
**Aired:** 5/15/16

**Topic:** Spay and Neuter  
**Organization:** People for the Ethical Treatment of Animals (PETA)  
**Time:** 00:30  
**Aired:** 5/22/16, 6/19/16

**Topic:** Playground Safety  
**Organization:** American Academy of Orthopaedic Surgeons  
**Time:** 00:60

**Aired:** 5/22/16

**Topic:** Getting Ready for Summer

**Organization:** Head and Shoulders

**Time:** 00:60

**Aired:** 5/29/16 (x2)

**Topic:** The Voices of Recovery

**Organization:** US Department of Health and Human Services

**Time:** 00:30

**Aired:** 6/5/16 (x2)

**Topic:** Jon Bon Jovi—United We Serve

**Organization:** Corporation for National & Community Service

**Time:** 00:30

**Aired:** 6/5/16

**Topic:** AFib

**Organization:** National Stroke Association

**Time:** 00:30

**Aired:** 6/5/16

**Topic:** Ashley Twomi, Karen Marshall, Elizabeth Kinkaid Freed

**Organization:** Sacred Bundle Project

**Time:** 03:00

**Aired:** 6/5/16

**Topic:** Volunteer Opportunities

**Organization:** Rotary International

**Time:** 00:30

**Aired:** 6/12/16

**Topic:** My Grandfather

**Organization:** Us Department of Veterans Affairs

**Time:** 00:30

**Aired:** 6/19/16

**Topic:** Skin Cancer Prevention

**Organization:** Valeant Pharmaceuticals

**Time:** 00:60

**Aired:** 6/19/16

**Topic:** Insomnia

**Organization:** National Sleep Foundation

**Time:** 00:60

**Aired:** 6/19/16

**Topic:** Summer Sun—Healthy Scalp

**Organization:** Head and Shoulders

**Time:** 00:60

**Aired:** 6/26/16

**Topic:** Boating Safety

**Organization:** Orthopaedic Trauma Association, American Academy of Orthopaedic Surgeons

**Time:** 00:60

**Aired:** 6/26/16

**Topic:** Talking to Your Doctor

**Organization:** American Academy of Orthopaedic Surgeons

**Time:** 00:30

**Aired:** 6/26/16

**Topic:** Smart Home Owner

**Organization:** Community Associations Institute

**Time:** 00:30

**Aired:** 6/26/16

### **Public Service Campaigns**

#### **WAAF promoted and raised funds for Veterans**

WAAF promoted and sponsored the 2016 Boston Marathon Tough Ruck on the Battle Road Trail in Lexington and Concord on April 16, 2016. On-air personality, Mistress Carrie participated in the 26.2-mile event to benefit Military Friends Foundation.

#### **WAAF raised funds for various local families in 2nd quarter 2016**

The 24th Annual WAAF Celebrity Golf Tournament took place on June 29th and 30th at Mohegan Sun Resort and Casino. Morning Show host, Greg Hill hosts the event to benefit his charity foundation. The Greg Hill Foundation responds to immediate requests for assistance, to improve the lives of local families touched by tragedy, through matching the charitable donation of Greg's media audience.

#### **WAAF raised funds for various local families in 2nd quarter 2016**

WAAF and the Greg Hill Foundation raised awareness and funds for local families. Donations were made for the Family of Auburn Police Officer Ronald Tarentino, Jr. who died in the line of duty on May 22, 2016.

#### **WAAF promoted and sponsored various charity events in 2nd quarter 2016**

WAAF promotes and sponsors various charities with on-air mentions in the segment called “Give ‘Em Hell-p.” These PSAs highlight 1-2 charity events with which WAAF is participating.

**WAAF website promotes charity work in 2nd quarter 2016**

WAAF’s website continues to promote various charities by providing information to the community. WAAF’s website links listeners with community events like Children’s Advocacy Center of Suffolk County: The Ginormous Climb, Run for the Troops 5K, Friends of Boston’s Homeless Celebrates 29th Annual Beyond Shelter Gala to raise funds for Housing First Initiative, Rowley 5K Road Race & Fun Run, Fraternal Order of Fire Fighter Military Veterans, Inc. Event, Silkie’s Hike 2016, Scholarship Golf a scholarship program for children of Worcester Fire Fighters, Defense for Vets to benefit the Chaplain’s Emergency Relief Fund, 1st Annual Golf Tournament Glen Ellen CC Metro Swat Officers Association, Span Inc. Second Chances Benefit Concert, Boston’s 6th Annual Wounded Vet Run, GySgt Thomas J. Sullivan Memorial Motorcycle Ride, Memorial Day Celebration of Heroes, Rock Our Vets Fundraiser Night to Honor Geoff Bourque, American Heroes Motorcycle Run, Benefit for Officer Ronald Tarentino, Jr., Dogs on Deck to support MSPCA-Angell, 3rd Annual Combat Veterans Motorcycle Association Memorial Poker Run, Evolve Fitness member Appreciation Day to benefit Operation Restored Warrior, Hope Ride for Recovery, 1st Annual Motorcycle Veterans Ride in Honor of Guy R. Constantine WWII Army Veteran, and Run to Home Base (a Red Sox and Massachusetts General Hospital Program).